

Museum and Cultural Advisory Board - Meeting Minutes

The Museum and Cultural Advisory Board met in a regular meeting at the Mesa Arts Center, One East Main Street, third floor, south Studios conference room, on July 26, 2012.

Members Present:

Nancy Aposhian
Merlin Ellis
Lars Nielson, Jr.
Wesley Ringle
Dr. Robbi D. Venditti
Peggy Wilson

Members Absent:

Joe Cooper
Vincent DiBella
Natascha Karadsheh

Staff Present:

Rob Schultz Tom Wilson
Sunnee O'Rork Mandy Buscas
Jean Kaminski

Lars Nielson, Jr., chair, called the meeting to order at 4:07 p.m.

Approval of Minutes

Lars Nielson, Jr., chair, called for any corrections to the minutes of May 24. There being none, Dr. Robbi Venditti made a motion to approve the minutes as written, Peggy Wilson seconded and the Board members present unanimously voted to approve the minutes of May 24. The minutes are posted on the City's Advisory Boards and Committees web page.

Introduction of New Board member Peggy Wilson – Lars Nielson, Jr.

Peggy Wilson has lived in Mesa for 26 years and is retired from the Boeing Company where her latest title was Senior Manager, Aerospace Logistics. Ms. Wilson is excited to be participating as a Board member. She has taken numerous classes in pottery and drawing, and she is a long-time season ticket holder with Southwest Shakespeare Company. The Board and staff welcome Ms. Wilson and look forward to her input.

Discuss and Take Action – Election of Chair for FY12-13 – Lars Nielson, Jr.

Lars Nielson, Jr., chair, called for nominations for the FY12-13 chair position. Merlin Ellis, vice-chair, nominated Lars Neilson, Jr. to continue as chair of the Museum and Cultural Advisory Board. Lars Neilson, Jr. accepted the nomination. There were no other nominations. The Board members present unanimously elected Lars Nielson, Jr. as Board chair for FY12-13.

Discuss and Take Action – Election of Vice-Chair for FY12-13 – Lars Neilson, Jr.

Lars Nielson, Jr., chair, called for nominations for the FY12-13 vice-chair position. Mr. Nielson nominated Merlin Ellis to continue as vice chair of the Museum and Cultural Advisory Board. Merlin Ellis accepted the nomination. There were no other nominations. The Board members present unanimously elected Merlin Ellis as Board vice-chair for FY12-13.

Public Comments – There was no Public present.

Information – Overview of Arts Education Outreach Program – Mandy Buscas

Rob Schultz introduced Mandy Buscas, Arts Education Outreach Coordinator and former Museum and Cultural Advisory Board member. Ms. Buscas has been with Mesa Arts Center (MAC) for just over a year and has done an excellent job getting the program off the ground and creating new initiatives in the education outreach area for the MAC.

As part of her job duties, Ms. Buscas was charged with bringing MAC more deeply into the community. Last year, MAC engaged 293 schools and reached over 39,500 students in her inaugural year with the outreach education program.

Performing Live for Students will continue again this year with six exciting shows. The Outreach Education Program partnered with Mesa Public Schools (MPS) giving them first dibs on Performing Live shows and offering 50% off on tickets. Last year, two shows sold out to MPS. In past years, MPS would bring the shows into the high schools, but with the economy, it became cost prohibitive for them. Last year, MAC formed a partnership with MPS where MAC does the booking and the students come to MAC to see the performances.

National Geographic Live (NGL) school shows will continue in the coming year, with a \$2 admission ticket this year. Approximately 50% of the tickets will be given free of charge to Title I schools – NGL has provided approximately \$6,000 worth of tickets to be given away and approximately \$5,000 in bus subsidies.

Mesa Contemporary Arts (MCA), which is now free, has seen an increase in school tours this year. A tour of the American Lego motorcycle will launch in the spring (now part of MCA's permanent collection). The tour will go to the

Scottsdale Unified School District and include representatives of Building Bonanza, a local company who has partnered with MAC and does Lego builds with the students using math integration skills.

Camps and Classes continue. Billy Jones, a colleague in education programming at MAC, oversees the Studio education programs for the camps.

The Basic Arts program continues its sixth year as a residence program at Lowell Elementary School for grades K – 6. Teaching and visiting artists work with students and educators. Lowell students also attend the school shows at MAC.

The Jazz from A to Z program continues – a partnership with MAC, ASU Public History, Mesa Public Schools, and Jazz at Lincoln Center. Randy Vogel and Marcie Hutchinson started the program because they wanted to see jazz and history integrated in school history and music programs. This has proved to be a powerful program for students and teachers.

Culture Connect launched last year. The program provides select area schools free student tickets for MAC cultural performances, complemented by pre- and post-artist in residence activities. Students explore culture through participatory activities, workshops, literature, and live artist demonstrations. This year, Earth Sounds with R. Carlos Nakai, who is working with Mongolian throat singers and a Digeridoo player, will be part of the program. A few weeks prior to the performance at MAC, a Digeridoo player will go to five different schools and hold workshops with the students. These workshops deepen the students understanding of the culture and provide a more meaningful experience when they come to the performance; all students who participate can come to the performance. The question was asked how the five schools are chosen. Ms. Buscas responded that staff reached out to many schools; they try to choose a school that does not otherwise have access to these types of programs and schools that are interested in bringing our programming to their students. The requests come mostly from teachers and some principals, but it is helpful if a principal supports our being there.

Also launched last year, with support from Cindy Ornstein and Rob Schultz (Arts and Culture Director and Assistant Arts and Culture Director), was the Creative Aging Program, which seeks to uplift individual creative expression for older adults. This past year, visual artist Tessa Windt went to Sirrine Adult Day Care to work with dementia patients and were amazingly successful. The residents created 3D forms and created sculptural pieces at the end of the program that exhibited in Mesa Contemporary Arts with a reception for the artist residents and their families. Choreographer Elizabeth Johnson conducted movement workshops at Fellowship Square and the MAC. This year we will be working with other older adult populations. The program is forging a new relationship with New Frontiers, a program out of Mesa Community College of over 500 life-long learners that are active, engaged adults. The project they will be working on will be displayed at spark! Mesa's Festival of Creativity.

Community Residencies – last year Contra-Tiempo Urban Latin Dance Theatre worked with the community and is the subject of one of four PBS videos created that aired on ArtBeat and can be seen on YouTube. This year we will bring in Word Becomes Flesh, spoken word performers, who will work with junior and high school students; also planning to showcase at spark! Mesa's Festival of Creativity. Tentatively, the residency showcase will be debuted at the Martin Luther King Day celebration in January; also planning to showcase at spark! Mesa's Festival of Creativity.

Last year Ray Chen, a 22-year old violin virtuoso, who performed at MAC, also went into a local high school to play and hold Q & A sessions with the students. The students loved the close interaction with a star.

It was asked, if any effort goes into attracting homeschooled children. Ms. Buscas said we are an amazing attraction for homeschool children; they network with MAC well and take advantage of the National Geographic Live Program; however, MAC does not do specific programming for homeschooled children. The Arizona Museum for Youth and the Arizona Museum of Natural History are very successful with homeschooled children as well.

Staff is hosting the first Educator Preview Night, August 23, 4:30 – 6:30 p.m. Educators will have a sneak peak, and an opportunity to pre-register before the public, for Performing Live and National Geographic Live student shows as well as a look at Mesa Contemporary Arts Museum's fall shows. There are 200 spots available and there will be appetizers, a campus tour, goodie bags, door prizes and more. Board members are invited to attend.

Board members are invited to attend any one of the outreach programs to observe how powerful arts education is in the community.

Discussion – Board Volunteers Needed for Panel Review – Mandy Buscas

This year, the National Geographic Live (NGL) series is charging \$2 admission to the school shows. NGL is providing approximately \$6,000 worth of free tickets and approximately \$5,000 in bus substitutes to Title I schools; most Mesa

public schools are Title I schools. MAC is currently accepting applications for the tickets and bus substitutes. Ms. Buscas is looking for two volunteers from the Museum and Cultural Advisory Board who are willing to be part of a panel on August 10 from 1 – 4 p.m. at Mesa Arts Center to determine which schools will receive the tickets and bus substitutes. Nancy Aposhian and Peggy Wilson volunteered.

Information and Discussion – Review the Panel Ratings and Funding Recommendations for the Creative Economy Fund – Lars Nielson, Jr.

A panel of three, along with a moderator and scorer, met to review and rate the FY12-13 applications to the Creative Economy Fund. There were 13 applicants and 12 received money from the fund; the panel rated applications, scores were averaged, and a percentage of the \$25,000 fund distributed based on the applicant's total score. There were specific criteria each applicant had to provide in order to qualify.

Information and Discussion – Update on Name Change for the Mesa Creativity Festival – Rob Schultz

Rob Schultz reported, in Cindy Ornstein's absence, that the name chosen for the next Mesa Festival of Creativity is – spark! Mesa Festival of Creativity. Planning for the festival is underway and more details will come as they unfold. The Festival is scheduled to take place March 13 – 17 (beginning the Wednesday of spring break through the following Sunday).

Discussion – Consider a Possible Board Name Change – Merlin Ellis

This issue has come up several times over the past two years. Merlin Ellis, vice-chair, has difficulty seeing and saying Museum and Cultural Advisory Board because it is grammatically incorrect. There was some discussion, but not decided, exactly what a new name should be. Possibilities suggested are Arts and Culture Advisory Board, Museum and Culture Advisory Board, and Arts, Museum, and Culture Advisory Board. Since the Department is titled Arts and Culture Department, that was considered more than any other. Lars Nielson, Jr., chair asked Board members to research what other cities call similar boards and bring it to the meeting in September for further discussion.

Lars Nielson, Jr. once again shared the Duties and Responsibilities of the Board. Wes Ringle would like to have a discussion on how the Board could help to promote downtown Mesa as a downtown district and help create a brand. Mr. Ringle has been invited to the next ArtPlace grant meeting that will be discussing creative, unique, transformative projects for the downtown area.

Staff Reports

Arizona Museum for Youth – Sunnee O'Rork

- The Museum' total participation for the year was 68,138, more than 3,000 over last year; tours represent approximately 10% of that figure with outreach at 4,543.
- The Museum' total volunteer hours were 5,534 with a total value to the City of approximately \$124,037.
- The Museum will have an intern from MCC assisting with an online social networking project.
- The Arizona Museum for Friends ended the year in the black raising \$250,000 - \$300,000 supporting the Gallery Educator Program. The Friends recently gave the City a check for close to \$45,000 to cover salaries for Gallery Educators for January through June 2012.
- The Museum received a check from K-12 Virtual Academy for \$15,000 sponsorship for the "Extreme Pets" exhibit. The traveling exhibit includes an Extreme Pets arts project where kids can send in their artwork that is displayed digitally. This is the third year the Museum has had sponsorship from Virtual Academy.
- The Friends Board has new Board members, Jeff Evers, CPA, and Kody Damron, Wealth Advisor at Stoker Ostler, a BMO Harris Financial Group.
- The Museum received sponsorship of \$10,000 for the upcoming exhibit "Show Me the Money."
- Submitted a grant proposal for \$10,000 to Boeing for the spring exhibit "Weather or Not: Art with Atmosphere."
- After "Extreme Pets" was opened for 51 days (the halfway point), visitation was at 14,000, which is keeping pace the past, successful "Henson" exhibit.
- Hosted Adoptable Pets Day in conjunction with the "Extreme Pets" exhibit and had six valley rescue organizations on hand: Piggie Poo Guinea Pig Rescue, Arizona Animal Welfare League, Arizona Beagle Rescue, Any Rat Rescue, Friends for Life Animal Rescue, and Phoenix Animal Care Coalition. In addition, Councilmember Dennis Kavanaugh adopted two kittens that day.
- The Museum hosted Family Day at the Museum, which had 400 attendees and many strange animals; a youth Mariachi band provided entertainment.

- Received a \$50,000 grant from the Piper Foundation to launch the Traveling Arts Exhibition Business Plan, and are working on additional money from other sources. The City of Mesa is granting \$25,000 in support of the project.
- With the money in place traveling exhibits this year, the Museum will hire a Museum Exhibit Technician for the program.
- Sunnee O'Rork, Youth Museum Administrator, attended the Roundtable for Executives in Baltimore and visited Walters Art Museum and the International Spy Museum in Washington, DC.
- In 2014, the Association of Children's Museums is coming to Phoenix and the Arizona Museum for Youth will be part of that. The Director and some staff from the Association toured Arizona Museum for Youth and were excited about the Museum.

Arizona Museum of Natural History – Tom Wilson

- The Museum had a great year – at the end of June, attendance was at 155,249 compared to 138,704 last year – an 11% increase.
- In earned revenue, the Museum finished at \$644,000 vs. \$627,000 last year. July was a strong month for the Museum and there is really no downtime at the Museum any longer. A large amount of those figures is from school tours.
- City Council accepted the bids for construction of the Mesa Grande Cultural Park Visitor's Center and gathering place on July 9; the first pre-construction conference was held on July 11; met with contractors on site on July 19; and meeting with the neighborhood on July 31 to explain the process of construction and the impact on the neighborhood. The contract calls for a 75-day construction period and plan to begin the first week of September, hoping to finish around the first of December. Because of the holidays, the Museum may wait until January to have an opening celebration. Mesa Grande will be a major new cultural asset for the City opening in District 1. The City has owned the site since 1988 and the first public demonstration by the Citizens of Mesa to preserve Mesa Grande was in 1927. Currently the interpretation for the trail is on exhibit in one of the Museum galleries and can be seen on the Museum's website.
- The Museum provides several homeschool programs per year with 150 – 300 students attending.

Mesa Arts Center/Mesa Contemporary Arts – Rob Schultz

- Summer classes and Summer Arts Camp are going well and are well attended.
- Registration for fall classes begins August 3.
- The MAC Artist Cooperative has successfully completed their first year (formerly The MAC Store). FY10-11 was the last year the Store operated with paid staff and ended that year with a deficit of approximately \$5,000. This year, by operating with volunteers only (artists and volunteers) The Store ended the year with a profit of approximately \$19,000. The Mesa Arts Center Foundation has agreed to extend their agreement with The Store for another year. The Foundation purchased the fixtures for The Store when it first began and The Store still has an outstanding debt on those purchases to repay to the Foundation. Out of the 100% of sales, 70% goes directly to the artist, 20% goes to the Mesa Arts Center Foundation, and 10% goes toward operating The Store. The Store is closed for August and part of September and will open again the week of the season kick-off. The Store's space, utilities, custodian work, electrical, and security is provided by Mesa Arts Center.
- MAC has also completed a good fiscal year. Revenue is up by approximately \$404,000, led by Performing Live ticket sales that showed an increase of nearly a quarter of a million dollars over last year.
- Participation in MAC programs increased by over 47,000 with total participation for the year at 387,000.
- The Volunteer Program, consisting of 400-450 volunteers, contributed 41,000 hours with a value of \$900,000 – based on \$21/hr.
- Mesa Contemporary Arts (MCA) Museum exhibits remain open through August 12. MCA will be closed for maintenance/cleaning for the rest of August and the first part of September to prepare for the opening of the fall exhibits in conjunction with MAC's kick-off event (Fire and Ice) on September 14. MCA admission is now free and has been since July 1, 2011.

Assistant Director's Report – Rob Schultz

Rob reported on Arts and Culture in Cindy Ornstein's absence.

The Department is seeking to form a partnership with ArtSpace, an organization based in MN whose mission is to "create, foster, and preserve affordable space for artists and arts organizations" through development projects in various communities. MAC is currently seeking funding for a preliminary feasibility study by ArtSpace, and if successful, Board members would be asked to participate in the feasibility study process.

ArtPlace, not to be confused with Art Space, is a consortium of national funders working with the National Endowment for the Arts and other federal departments to identify and support Creative Place-making projects. These projects involve the arts at the heart of the project that will transform urban areas and/or rural areas. Arts and Culture Department is working with ArtPlace to develop potential transformative projects in the downtown area that utilize the arts as a central component. Carol Coletta, President of ArtPlace, was recently in town for a series of meetings with stakeholders to look at downtown Mesa and learn of some preliminary ideas for place-making projects. Stakeholders continue to meet to refine ideas before making a formal grant request to ArtPlace.

Americans for the Arts, the national umbrella for local arts agencies, undertakes a survey every five years to establish a monetary value of the arts industry.

Mr. Schultz distributed the portion of the survey report that gives statistics for Mesa. Total expenditures in arts industries, in Mesa, were \$25,173,280; \$14,678,209 comes from arts and culture organizations and \$10,495,971 from their audiences that come to the organizations. Revenue generated to local and state government through sales taxes on the activity of the audience is close to \$1.2 million for local Mesa government and close to \$1.5 million to state government. These are awesome numbers generated through arts and culture that support and impact economic development.

Nationally, the arts industry generated \$61 billion from arts organizations and an additional \$74 billion was generated from arts audiences' spending. This report is essential to show Congress how, by funding the National Endowment for the Arts and the National Endowment for Humanities, arts spending has a huge impact and comes back directly to support the government. The full report is available on the Americans for the Arts website – scroll to the bottom of the page and click Arts & Economic Prosperity IV report. See Exhibit A for Mesa's report.

Lars Nielson, Jr. asked if staff could update the talking points for FY11-12.

Report on Conferences and/or meetings/Performances Attended: Board Members – Information only

Wes Ringle reported that he played piano at Monsterland and will be there again on Saturday, September 15.

Merlin Ellis had been to dozens of museums in Rome and Athens this summer. In Greece, they went to the Epidaurus Theater, one of the best preserved ancient theaters, and saw "Oedipus Rex (Oedipus the King)," which was entirely in Greek, but still amazing.

The next scheduled meeting date is September 27, 2012, 4 p.m.

There being no further business, the meeting adjourned at 5:33 p.m.

Respectfully submitted,

Cindy Ornstein, Director
Arts and Culture Department

Exhibit A



The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Mesa, AZ (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$14,678,209		\$10,495,071		\$25,173,280

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	548		302		850
Household Income Paid to Residents	\$14,403,000		\$6,684,000		\$21,087,000
Revenue Generated to <u>Local</u> Government	\$671,000		\$504,000		\$1,175,000
Revenue Generated to <u>State</u> Government	\$824,000		\$631,000		\$1,455,000

Event-Related Spending by Arts and Culture Audiences Totaled \$10.5 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	451,586		161,150		612,736
Percentage of Total Attendance	73.7%		26.3%		100%
Average Event-Related Spending Per Person	\$14.13		\$25.53		\$17.14
Total Event-Related Expenditures	\$6,380,910		\$4,114,161		\$10,495,071

Nonprofit Arts and Culture Event Attendees Spend an Average of \$17.14 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$9.05	\$10.24	\$9.36
Souvenirs and Gifts	\$2.00	\$2.48	\$2.13
Ground Transportation	\$0.96	\$4.83	\$1.98
Overnight Lodging (one night only)	\$0.30	\$4.19	\$1.33
Other/Miscellaneous	\$1.82	\$3.79	\$2.34
Average Event-Related Spending Per Person	\$14.13	\$25.53	\$17.14

* For the purpose of this study, residents are attendees who live within Maricopa County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Mesa*. For more information about this study or about other cultural initiatives in the City of Mesa, visit the Mesa Arts Center's web site at www.MesaArtsCenter.com.

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About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the City of Mesa, 10 of the approximately 17 total eligible nonprofit arts and culture organizations identified by the Mesa Arts Center participated in this study—an overall participation rate of 59 percent. The organizations that participated are listed below:

Arizona Museum for Youth; Arizona Museum of Natural History; East Valley Children's Theatre; Mesa Arts Center; Mesa Encore Theatre; Mesa Historical Museum; Metropolitan Youth Symphony; San Tan Community Performing Arts; Southwest Shakespeare Company; and Symphony of the Southwest.

Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

In the City of Mesa, a total of 816 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for the City of Mesa, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Maricopa County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.